

**MINUTES
OF THE REGULAR MEETING OF THE
EDINA CITY COUNCIL
HELD AT CITY HALL
OCTOBER 19, 1999 - 7:00 P.M.**

ROLLCALL Answering rollcall were Members Faust, Hovland, Johnson, and Mayor Maetzold. Member Kelly entered the meeting at 7:05 P.M.

CONSENT AGENDA ITEMS APPROVED Motion made by Member Hovland and seconded by Member Johnson approving the Council Consent Agenda as presented.

Rollcall:

Ayes: Faust, Hovland, Johnson, Maetzold

Motion carried.

***MINUTES OF THE REGULAR MEETING OF JUNE 1, 1999, APPROVED** Motion made by Member Hovland and seconded by Member Johnson approving the Minutes of the October 5, 1999 Regular Council Meeting.

Motion carried on rollcall vote - four ayes.

FIRST READING GRANTED TO ORDINANCE NO. 1999-11, AN ORDINANCE AMENDING THE ZONING ORDINANCE (NO. 850) BY ESTABLISHING A TIME LIMIT TO DRAW A BUILDING PERMIT FOR AN APPROVED FINAL DEVELOPMENT PLAN

Manager Hughes explained staff has prepared an amendment to Edina Code Section 850, which would place a two year limit for beginning work on an approved Final Development Plan. Currently, there is no limit. The amendment would also affect final Development Plans which have been approved in the past, but not yet been initiated. Approved plans would lapse two years after the effective date of the amendment. Mr. Hughes reiterated the amendment would not affect the zoning of a property, only the development plan within the constraints of the particular zoning district.

Council comments

Member Faust thanked staff for the work they have done on the Ordinance amendment.

Member Hovland inquired about tightening up some language in the amendment. Staff replied that the language of ordinance would be revised before the amendment was offered for second reading.

Resident comments

Owen Husney, 3920 West 44th Street, questioned whether or not a developer is required to contact and work with the neighbors. He asked for reassurance that the landscaping on the site would be adequate.

Mayor Maetzold said he has been on the Council for approximately four and one-half years and typically a landscaping plan is an essential part of a final development plan. Plans approved in the early '90s did not specify a minimum height of landscaping materials.

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Manager Hughes explained the plan showed shrubs along the west property line rather than over-story trees. In part that was due to a retaining wall built along the parking lot to the adjoining property. Screening is normally included in the plan.

Member Hovland made a motion approving First Reading of Ordinance 1999-11 Establishing a Time Limit for Use of an Approved Final Development Plan. Member Faust seconded the motion.

Rollcall:

Ayes: Faust, Hovland, Johnson, Kelly, Maetzold

Motion carried.

POLICY REGARDING SUBMISSION OF COMPLETE DEVELOPMENT PLANS PRIOR TO PLANNING COMMISSION Planner Larsen explained that on September 29, 1999, the Planning Commission discussed policy relating to consideration of subdivision proposals. The goal of the discussion was to avoid a repeat of the events surrounding a recent subdivision request. It was the sense of the Commission that the requirements for the initial application are adequate. Staff will not accept an application until all information required by ordinance have been submitted. The difficulty lies with proposals which are altered once the hearing process has started.

There was a consensus among Commissioners that adopting a formal policy could not prevent a developer from presenting a revised plan at a meeting. Further, a policy would limit the Commission's flexibility in dealing with varying circumstances. The Commission decided not to adopt a rigid formal policy but instructed staff to:

1. Accept only complete applications for initial review by the Planning Commission
2. Advise developers that if staff does not have adequate time to review and make a recommendation on the revisions, the Commission will likely delay action until a report is provided.

Council comment:

Member Faust asked if this is a policy that the Planning Commission can work within. Planner Larsen said yes.

No Council action was taken.

***RESOLUTION APPROVING EDINA COMPREHENSIVE PLAN YEARS 1999 - 2005 EXTENSION** Motion made by Member Hovland and seconded by Member Johnson approving the following resolution as presented:

**RESOLUTION
REQUESTING AN EXTENSION TO THE DUE DATE
UNTIL DECEMBER 31, 1999 FOR REVIEW
OF THE CITY OF EDINA COMPREHENSIVE PLAN
FOR CONSISTENCY WITH AMENDED METROPOLITAN
COUNCIL POLICY PLANS**

WHEREAS, State Statutes (Minn. State 473.174-473.87 (1996)) requires that cities review and revise their comprehensive plans for consistency with Metropolitan Council policy plans; and

WHEREAS, the Metropolitan Council has amended its policy plans; and has provided system statements outlining Council policy relative to the city; and

WHEREAS, the City of Edina is required to review its comprehensive plan for consistency with the amended policy plans and to prepare a revised comprehensive plan for submission to the Metropolitan Council; and

WHEREAS, the City of Edina has scheduled and budgeted to complete a major review and update of its comprehensive plan by December 31, 1999; and

NOW, THEREFORE, BE IT RESOLVED, that the City of Edina requests that the Metropolitan Council grant the City of Edina, an extension to the deadline to complete its comprehensive plan; circulate the revised document to the adjacent governmental units and affected school districts for review and comment; and, following approval by the planning commission and after consideration by the City Council, submit the plan to the Metropolitan Council for review until December 31, 1999.

Adopted this 19th day of October, 1999.

Motion carried on rollcall vote - four ayes.

*AWARD OF BID FOR WATER TREATMENT PLANT #3 REHABILITATION CONTINUED TO NOVEMBER 1, 1999 Motion made by Member Hovland and seconded by Member Johnson continuing the award of bid for water treatment plant #3 rehabilitation to November 1, 1999.

Motion carried on rollcall vote - four ayes.

*BID AWARDED FOR SALE FOR SNOW AND ICE CONTROL Motion made by Member Hovland and seconded by Member Johnson for award of bid for salt for snow and ice control to Cargill, Inc., through State Contract #424404 at \$24.82 per ton.

Motion carried on rollcall vote - four ayes.

*TRAFFIC SAFETY STAFF REVIEW OF OCTOBER 5, 1999, APPROVED Motion made by Member Hovland and seconded by Member Johnson approving the Traffic Safety Staff Review of October 5, 1999, Section A, as follows:

1. Install STOP AHEAD warning sign on Malibu Drive north of the intersection of Park Terrace for southbound traffic;
2. Install 30 MPH speed sign for northbound Malibu traffic between Telemark Trail and Park Terrace;
3. Post no parking restrictions on the east side of the circle at the north end of Lochmere Terrace for the hours of 8:00 A.M. to 9:00 A.M. and 3:00 P.M. to 5:00 P.M., Monday through Friday; and

Sections B and C.

Motion carried on rollcall votes - four ayes.

*HEARING DATE SET OF NOVEMBER 16, 1999, FOR SPECIAL ASSESSMENTS Motion made by Member Hovland and seconded by Member Johnson setting November 16, 1999, as hearing date for Special Assessments as follows:

1. Maintenance Improvement Project M-99G (Grandview Business District); and
2. Curb and Gutter Improvement Project B-099, West 48th Street from Maple Road to Townes Road

Motion carried on rollcall vote - four ayes.

WOODDALE PARK COMFORT STATION APPROVED Director Keprios explained that staff, under direction of the Council, assembled and worked with a 15 member neighborhood committee to design a permanent comfort station, restroom facility for Wooddale Park. The proposed comfort station includes:

1. A unisex bathroom
2. A mechanical/utility room
3. Over-hang roof accommodating three eight foot picnic tables
4. Electronic keyless locking system

The plan calls for the relocation of the existing Greg Rice Memorial picnic shelter, previously donated by the Rice family. The Rice family is in support of the request to move the Memorial to Utley Park if it is in the best interest of the community. The shelter would be relocated by City park maintenance staff.

Mr. Keprios indicated that members of the neighborhood committee stated their desire to have certain things incorporated within the comfort station design:

1. Minimize the size of the permanent structure to keep it in appropriate aesthetic balance with the size of the park;
2. One permanent bathroom facility would be adequate;
3. Minimize the number of permanent structures to keep everything under one roof;
4. Central location of existing picnic shelter is the ideal location for one permanent structure;
5. Allow shelter for three eight-foot picnic tables; and
6. The structure's architectural design and materials should be similar to and compliment the Country Club architecture.

The design is cost effective to construct and maintain and is both aesthetically pleasing and functional. In order to relocate the comfort station to the proposed central location, sewer and water utilities must be moved. If approved, the comfort station would be ready for bid in December with construction completed by the end of July, 2000.

Member Faust suggested a drinking fountain be incorporated into the plan. Jon Brakke, Architect of the project said a drinking fountain is possible.

Following a brief Council discussion, **Member Hovland made a motion recommending construction of the proposed comfort station at Wooddale Park with the addition of a water fountain.** Mayor Maetzold seconded the motion.

Ayes: Faust, Hovland, Johnson, Kelly, Maetzold
Motion carried.

***CHANGE ORDER APPROVED FOR MAPLE ROAD STORM SEWER** Motion made by **Member Hovland and seconded by Member Johnson approving the change order as part of storm sewer project STS-261, (West 48th Street from Maple Road to East of Townes Road), for Design Excavating, Inc., for additional excavation and concrete pavement exceeding the 10% limit allowed by City policy for staff approval of \$70.02.**

Motion carried on rollcall vote - four ayes.

***NOVEMBER 16, 1999, HEARING DATE SET FOR PROPOSED REFUNDING BONDS FOR EDINA PARK PLAZA** Motion made by Member Hovland and seconded by Member Johnson setting November 16, 1999, for hearing date for proposed refunding bonds for Edina Park Plaza.

Motion carried on rollcall vote - four ayes.

LIQUOR STORES OVERVIEW AND STRATEGIES PRESENTED Assistant City Manager Anderson overviewed each of City owned liquor store, as follows:

50TH STREET STORE

- 1998 Sales - \$1,640,224
- 1998 profit - \$110,860
- Advantages of the location:
 - 50th Commercial Area
 - Complementary types of businesses located nearby
 - Store layout
- Barriers to Success:
 - Convenient parking
 - Convenient location
 - Visibility from Road

YORK AVENUE STORE

- 1998 Sales - \$3,713,423
- 1998 Profit - \$384,411
- Advantages of the location:
 - Southdale Business Area
 - Dedicated Parking
 - Visibility from Road
 - Store layout
- Barriers to Success:
 - None: 56% increase in sales from 1996, 104% increase in profit from 1996

VERNON AVENUE STORE

- 1998 Sales - \$2,529,497
- 1998 Profit - \$299,452
- Advantages of Location:
 - Proximity to high income neighborhoods
 - Excellent corner location
 - Best profit per square foot of all three stores
- Barriers to Success:
 - Poor store layout
 - Difficult access for parking and traffic flow
 - "Tired" interior

SUMMARY OF ENTERPRISE OPERATIONS - 1998

- 1998 Total Sales - \$7,986,577
- 1998 Profit - \$767,299

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- Where did the profits go?
 - Art Center 0 \$236,000
 - Arena - \$222,000
 - Reserved within the liquor fund - \$309,299

HOW DO WE COMPARE?

- Easy to compare to municipal operations
- Difficult to compare to individual private enterprises (data privacy)
- Some comparisons can be made to national market data

Steve Grausam, Liquor Stores Manager elaborated on:

STRATEGIES FOR THE FUTURE

- Customer relations
- Staff competency
- Product selection
- Advertising and marketing
- Infrastructure

CUSTOMER RELATIONS

- Develop mission statement for stores
- Do we accommodate our customers the same as other retailers?
 - Check verification
 - Returns
 - Party Planning
 - Special Orders
 - Deliveries
 - Internet Sales
 - Keg Sales - Gimmick Products
- Stores are kept neat and well-stocked
- Stores are well staffed
- Convenient locations
- Loyal customer base

STAFF COMPETENCY

- Need to make staff more recognizable
 - Upgrade work attire
 - Display pictures of management team in each store
- Need to retain part and full-time employees
- Need to increase staff training
 - Work with vendors on bi-monthly product seminars
 - Look at continuing education for full-time employees
 - Update training manual for employees

PRODUCT SELECTION

- Currently offer a wide selection of liquor, wine and beer
- New products available in all categories

- Need to create a greater emphasis on wine:
 - More display space for wine
- Product selection varies at each store - based on demographics of area
- In-store tastings, when available

ADVERTISING AND MARKETING

- Need to focus on community benefits of liquor store
- "Wine of the Month" promotions
- Third party testimonials
- Fall/Spring wine promotions
- Establishment of a "Wine Club"
- Increase in-store tastings for customers
- Bi-monthly newsletters for customers
- Create web page under City's website for information on liquor stores, products, etc.
- Educate customers on responsible hosting

INFRASTRUCTURE

- 50TH Store - newly remodeled in 1998, no major changes needed
- York Store - 3 years old - excellent condition
- Vernon Store -
 - Oldest store (30+ years)
 - Incorrect store layout (cooler b6y front doors)
 - Limited product selection - lack of floor area
 - Last major remodel - 1990
 - Need to remodel, expand or relocate - Conversations have been held with Jerry's regarding the cleaners

Following a Council discussion, Mayor Maetzold thanked Mr. Anderson and Mr. Grausam for their comprehensive report.

No Council action was taken.

***PETITION RECEIVED REQUESTING SIDEWALK ON HANSEN ROAD BETWEEN BENTON AND VERNON AVENUES** Motion made by Member Hovland and seconded by Member Johnson acknowledging receipt of a petition from residents in the area requesting sidewalk installation on Hansen Road between Vernon and Benton Avenues has been turned over to the Engineering Department for processing as to feasibility.

Motion carried on rollcall vote - four ayes.

RESIDENT VOICES CONCERN Gary Zachman, 5343 Interlachen Boulevard voiced concern with the City arbitrarily deciding his driveway is a parking bay. The driveway was rendered unusable by the City by installing a concrete curb across the end, trapping a vehicle in the driveway. He has not heard public discussion on his issue. Mr. Zachman gave history of the driveway back to the 1940's. He noted the City has even asked permission to use his driveway for radar detection of vehicles in the area. Mr. Zachman gave a chronology of his

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dealings with personnel at City Hall regarding the driveway/parking bay issue. He recommended some credence needs to be given to the logic behind what has happened.

Member Kelly, upon examination of the site, thought the complainant must be kidding, the area did not resemble a driveway. He voiced willingness to ratify staff's action.

Manager Hughes presented photos of the area and said reasonable access to the site has been provided by the City. The public's interest has been served.

Member Kelly made a motion ratifying the action taken by staff with the installation of curb and gutter at 5343 Interlachen Boulevard. Mayor Maetzold seconded the motion.

Ayes: Faust, Hovland, Johnson, Kelly, Maetzold

Motion carried.

CLAIMS PAID Motion made by Member Faust approving payment of the following claims as shown in detail on the Check Register dated October 13, 1999, and consisting of 30 pages: General Fund \$500,005.87; Communications \$24,705.54; Working Capital \$5,793.17; Art Center \$7,530.62; Golf Dome Fund \$9,362.56; Swimming Pool Fund \$229.47; Golf Course Fund \$22,115.92; Ice Arena Fund \$20,836.08; Edinborough/Centennial Lakes \$18,923.92; Utility Fund \$37,042.25; Storm Sewer Utility Fund \$3,617.04; Recycling Program \$35,092.44; Liquor Dispensary Fund \$218,503.07; Construction Fund \$156,473.14; Park Bond Fund \$1,310.99; TOTAL \$1,061,542.08; and for confirmation of payment of the following claims as shown in detail on the Check Register dated October 6, 1999, and consisting of 4 pages: General Fund, \$449,891.53; Communications \$1,000.00; Working Capital \$534.29; Swimming Pool Fund \$3,082.05; Golf Course Fund \$6,744.02; Ice Arena Fund \$19,673.16; Edinborough/Centennial Lakes \$11,005.28; Utility Fund \$33,347.93; Storm Sewer Utility Fund (\$2,526.60); Liquor Dispensary Fund \$86,378.60; TOTAL \$609,130.26. Member Kelly seconded the motion.

Rollcall:

Ayes: Faust, Hovland, Kelly, Johnson, Maetzold

Motion carried.

There being no further business on the Council Agenda, Mayor Maetzold adjourned the Council Meeting at 10:45 P.M.

City Clerk